

What is claimed is:

1. A fibrous structure product comprising a discrete non-verbal cue that communicates to a user of the fibrous structure product a characteristic of the fibrous structure product when the fibrous structure product is in a dry state.
2. The fibrous structure product according to Claim 1 wherein the non-verbal cue is selected from the group consisting of visual cues, scent cues, texture cues and mixtures thereof.
3. The fibrous structure product according to Claim 2 wherein the visual cues are selected from the group consisting of structures, color agents, text elements, pictorial elements and mixtures thereof.
4. The fibrous structure product according to Claim 3 wherein the color agents are selected from the group consisting of non-white color agents.
5. The fibrous structure product according to Claim 1 wherein the characteristic of the fibrous structure product is an ingredient present in and/or on the fibrous structure product.
6. The fibrous structure product according to Claim 5 wherein the ingredient is selected from the group consisting of humectants, lotion, vitamins, perfumes, medicinal agents, therapeutic agents, virucidal agents, odor controlling agents, aroma therapy agents, softening agents and mixtures thereof.
7. The fibrous structure according to Claim 5 wherein the ingredient comprises chamomile.
8. The fibrous structure according to Claim 5 wherein the ingredient comprises aloe.
9. The fibrous structure according to Claim 5 wherein the ingredient comprises vitamin E.
10. The fibrous structure according to Claim 5 wherein the ingredient comprises perfume.
11. The fibrous structure according to Claim 5 wherein the non-verbal cue comprises the ingredient.
12. The fibrous structure product according to Claim 1 wherein the characteristic of the fibrous structure product comprises a user recognizable property of the fibrous structure product.

13. The fibrous structure product according to Claim 12 wherein the user recognizable property comprises softness.
14. The fibrous structure product according to Claim 12 wherein the user recognizable property comprises cleaning ability.
15. The fibrous structure product according to Claim 12 wherein the user recognizable property comprises absorbency.
16. The fibrous structure product according to Claim 12 wherein the user recognizable property comprises strength.
17. The fibrous structure product according to Claim 1 wherein the fibrous structure product comprises a fibrous structure comprising an adhesive.
18. The fibrous structure product according to Claim 17 wherein the adhesive comprises the non-verbal cue.
19. The fibrous structure product according to Claim 1 wherein the fibrous structure product is a single- or multi-ply sanitary tissue product.
20. The fibrous structure product according to Claim 1 wherein the non-verbal cue communicates with the user of the fibrous structure product a characteristic of the fibrous structure product when the fibrous structure is in a wet state.
21. An article of manufacture comprising a fibrous structure product according to Claim 1 and an exterior package housing said fibrous structure product, wherein the exterior package is such that the discrete non-verbal cue of the fibrous structure product is capable of communicating with a user of the fibrous structure product.
22. A method for attracting a user to a fibrous structure product, the method comprising providing a fibrous structure product comprising a discrete non-verbal cue that communicates to the user a characteristic of the fibrous structure product when the fibrous structure product is in a dry state.